



AMENDED MARKED AGENDA

(*Amended to correct person making motion and person making second to Item #4 (Approval of Minutes)

**City of Scottsdale
McDowell Sonoran Preserve Commission
Promotion Subcommittee Meeting**

4:00 – 5:00 p.m., March 30, 2010
7447 E. Indian School Road – Large Conference Room

Promotion Subcommittee Members: Linda Whitehead, Linda Raish, Barbara Pringle, Brent DeRaad, Carla, Howard Myers, Matt Kalina, Solange Whitehead, Christine Kovach

1. Call to Order

The meeting was called to order by Chairwoman Linda Whitehead at 4:00 p.m.

2. Roll Call

Present: Linda Whitehead, Linda Raish, Barbara Pringle, Brent DeRaad, Carla, Howard Myers and Christine Kovach.

Absent: Matt Kalina, Solange Whitehead

Staff Present: Bill Murphy, Kroy Ekblaw, Mike Phillips, Scott Hamilton, Claire Miller, Mike Ruggiero, Lorelei Oien

3. Public Comment

Citizens may address the members of the Promotion Subcommittee during Public Comment. This "Public Comment" time is reserved for citizen comments regarding non-agendized items. Arizona State law prohibits the Planning Subcommittee from discussing or taking action on an item that is not on this agenda.

***4. Approval of Minutes:** Regular Meeting: September 9, 2009

Brent DeRaad moved to approve the minutes, Christine Kovach seconded. Minutes approved 6 to 0 with corrections; Carla abstained.

5. Chair's comments: Commission activity update & assignments from the Commission

6. View LEED Video (Discussion and Possible Action):

7. Preserve "ad" in Parks & Recreation Brochure (Information and Discussion)

8. Trail Counter Data (Discussion and Possible Action):

9. Status of Approved Initiatives: (Information and Discussion)

- Posting Citizen Photos on the Website
- Brochure on the Economic Benefits of Conservation Open Space
 - Final edits and Distribution

10. Review of Website - Proposed additional modifications (Discussion and Possible Action)

11. Updates from Mike Phillips (Information and Discussion):

- a. Getting a Preserve link on Scottsdale's home page
- b. Getting a Preserve link on the "resident" page

c. Review of recent "Scottsdale Update" articles

12. Upcoming Public Affairs Initiatives (Discussion and Possible Action)

13. Preserve /Staff Report (Information and Discussion):

14. Staff and Committee Comments:

15. Future Agenda Items:

Adjournment

Meeting adjourned at 5:30 p.m.

Please note: Other members of the McDowell Sonoran Preserve Commission may elect to attend this meeting as members of the public for their own information. However, even if a quorum of the McDowell Sonoran Preserve Commission attends, this meeting is not a meeting of the Commission, and will not take any legal action at this meeting.